



FOR IMMEDIATE RELEASE
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Local emerging artist collective to “take over” MOV gift shop this summer

The Museum of Vancouver partners with THE ART SHOP, a local artist collective, to host a pop-up shop featuring over 20 local emerging artists in its existing gift shop.

VANCOUVER, BC – The **Museum of Vancouver** (MOV) is pleased to announce a new collaboration that will support local emerging artists by hosting a pop-up shop location within MOV's existing Gift Shop space. The collaborating partner, **THE ART SHOP** (TAS), is a local collective that supports local emerging artists through selling art that is accessible, relatable, and attainable.

With the Lattimer Gallery and Gifts formally leaving the space in mid-June 2021, the pop up will run for a 1-month period, starting July 3rd, 2021. MOV hopes to host further pop ups after this period by partnering with other local artist collectives and rotate them within the space on a bi-monthly basis.

“The Museum is excited about the potential of this partnership and future collaborations with Vancouver based artist collectives. We are aware of the limitations and barriers these groups face when it comes to space in the City. Supporting diverse and emerging artists in this simple way allows MOV to yet again be a platform for the local art scene, while also elevating MOV's offerings to guests that visit the museum.” Mauro Vescera, Museum of Vancouver.

THE ART SHOP will be MOV's premiere collaborating partner to initiate the pop-up shop project. During this initial 1-month period, MOV will be searching out other interested local artist collectives to participate in pop-up shops at the gift shop throughout the year. The museum also plans to nurture existing relationships with local artists from a variety of communities that it has worked with in the past. These include emerging and established artists from a range of diverse communities including indigenous, BIPOC, and queer local artists.

“We are so proud and excited to collaborate with a local institution like the MOV. This amazing opportunity highlights our mission of bringing local young talent front and center; making the relationship between people and art an inviting and rewarding experience. We hope to continue building bridges and connections with the local community and institutions that support our vision, making The Art Shop's collaboration with the MOV the first of many more to come!” Mariana Rivera, The Art Shop founder.

Some of the artists that will be featured include: ąic'əy(Katzie) and queer mixed media artist River Miller, experimental painter Calvin Valko, multi-disciplinary artist David Ullock, photographer Lillian Fong Hoon, and more!

“As a Czech-Cantonese Canadian artist, I am incredibly humbled to be exhibiting at the Museum of Vancouver (MOV) with The Art Shop (TAS) and to take part in the MOV's vision to inspire a socially connected and collective understanding of Vancouver's historically diverse multi-cultural contexts. These values are reflected in the efforts of TAS, curating and presenting a supportive context for

Vancouver's emerging art scene, bringing it to places that are more accessible for anyone interested in the artists that make up the next generation in contemporary Vancouver." - Calvin Valko, Artist.

The Museum of Vancouver is open to the public, with tested and implemented protocols to ensure the safety of its staff and visitors. For more information on current and upcoming exhibitions, public programming and events, and general updates please visit museumofvancouver.ca

About THE ART SHOP

The Art Shop (TAS) is a platform for the representation of artists without pretense, an inviting space for experimentation and participation. Reinventing the traditional model of an art gallery, TAS blurs the separated genres of art and affordability. Presenting local young creatives, TAS aims to catalyze a connection between emerging artists and those who are aesthetically driven and interested in art but find art galleries too pretentious or academic, educating viewers to trust in what they respond to and helping bridge the distance between viewer and art.

About Museum of Vancouver

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

Institutional Partners: City of Vancouver, BC Arts Council, and the Province of British Columbia
Partners in Redress and Decolonization: xʷməθkʷəy̅əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tseil-Waututh) Nations

<u>Listing Information:</u>	THE ART SHOP pop-up
Dates:	Opening Saturday July 3, 2021
Location:	Museum of Vancouver: 1100 Chestnut Street, Vancouver, BC
Website:	museumofvancouver.ca/shop

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For further information, interviews, or media inquiries please contact Lorenzo Schober at lschober@museumofvancouver.ca or 604-730-5309.